

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for rating customer demand based on customer desires, supplier's ability to deliver and the dollars paid for that delivery, the method comprising:

~~defining the supplier attributes to measure;~~  
~~defining the supplier entities that are able to deliver the attribute set being measured;~~  
~~defining the dollars paid and price points for the supplier entity to deliver all or a subset of the attributes being measured;~~  
~~defining the fields of customer identifiers;~~  
~~building a set of questions into a customer survey to collect data;~~  
~~inviting or selecting active customers to collect data by completing the interview;~~  
~~collecting data representing supplier attributes, customers' desires, supplier's ability to deliver the attributes and dollars paid for that delivery through an input;~~  
~~storing the collected data to a computer readable media;~~  
~~processing the data through a processor, comprising:~~

reducing the attribute set to a manageable number of demand drivers that represent the attributes in terms of customer desires and supplier delivery with pre-scores for each driver;

creating three identically scaled norms tables from the pre-scores for customer desires, supplier delivery, and dollars paid that calculate an indexed score;

clustering groups of customers using the indexed scores of demand drivers and dollars paid;

generating the 3-D customer demand rating of each segment based on desires, delivery and dollars;

~~building and illustrating profiles corresponding to the 3-D customer demand rating through an output profiles based on desires, delivery and dollars.~~

2. (Currently Amended) The method of claim 1, wherein ~~inputting data further comprises inputting data representing attributes of the~~ ~~Attributes to be measured describe~~ a supplier, an industry, a product, a service, an offering, a program, an event, an emotion, a feeling, a person or any other inanimate or animate object.

3. (Currently Amended) The method claim 1, wherein the customers ~~identifiers describe a person or~~ identified by demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics and various other unique identifiers.

4. (Currently Amended) The method of claim 1, wherein ~~collecting data further comprises customer surveys that are selected from paper surveys, in-person surveys and computer-based interviews~~ ~~the data collection of customer surveys occurs by best means possible according to the researcher, which may include paper, in person or computer-based interviews.~~

5. (Currently Amended) An automated customer demand rating system, comprising:

~~an input device that configured to receives data from customer surveys;~~  
~~a storage unit configured to store the data;~~  
~~a computer system including a central processing unit and a storage unit that responds to the survey data received by the central processing unit by rating the demand of each customer in terms of~~ ~~a processing unit configured to generate 3-D customer demand rating based on customers' desires for supplier attributes, supplier ability to deliver on those attribute desires and the dollars paid or willing to pay for those supplier attributes[[.]];~~ ~~and~~

~~an output device that graphically configured to presents the data and 3-D demand profile.~~

6. (Currently Amended) The automated customer demand rating system of claim 5, wherein ~~the computer system further includes the storage unit further comprising:~~  
a plurality of customer identifiers ~~stored in the storage unit that identify the~~ demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics and various other unique ways to describe a customer; and  
a plurality of supplier attributes ~~stored in the storage unit from the raw responses of~~ customer surveys in terms of their desires for an attribute and a supplier's ability to deliver on that attribute; and  
a rating advisor ~~in the storage unit that configured to illustrate and illustrates and clarifies-clarify~~ which of the customer identifiers are more meaningful than others in relation to demand for that set of customers.

7. (Currently Amended) The automated customer demand rating system of claim 6, wherein the rating advisor ~~further comprising:~~  
~~a segmentation module configured to generate~~ generates segments of customers based on their common levels of desires and dollars paid or willing to be paid to a supplier to obtain those desires; ~~and desires;~~  
~~a desire analyzer configured to generate~~ generates detailed analysis within each customer segment by rating their level of desires for each supplier attribute; and  
~~an ability analyzer configured to generate~~ generates detailed analysis within each customer segment by rating the supplier's ability to meet desires for each supplier attribute; and  
~~an output configured to illustrate and clarify; illustrates and clarifies~~ within each customer segment which of the customer identifiers are more meaningful than others in terms of demand.

8. (Currently Amended) The automated customer demand rating system of claim 5, wherein the ~~processing unit further comprising a rating analyzer configured to generate~~ is calculated based on the indexed scores of customer desires for

attributes, supplier delivery on those attributes, and the dollars paid or willing to pay for those attributes.

9. **(Original)** An apparatus comprising:

- a storage unit;
- a central processing unit configured to receive customer survey data; and
- a customer demand rating system that responds to the survey data received by the central processing unit by rating the demand of each customer in terms of desires for supplier attributes, supplier ability to deliver on those attribute desires and the dollars paid or willing to pay for those supplier attributes.

10. **(Currently Amended)** The apparatus of claim 9, ~~wherein the storage unit further comprising:~~

- ~~a plurality of customer identifiers stored in the storage unit that identify~~ identifying the demographics, attitudes, behaviors, emotions, purchasing habits, socio-economics and various other unique ways to describe a customer; and

- ~~a plurality of supplier attributes stored in the storage unit from the raw responses of customer surveys in terms of their desires for an attribute and a supplier's ability to deliver on that attribute; and~~

- ~~a rating advisor in the storage unit that configured to illustrate and clarify~~ illustrates and clarifies which of the customer identifiers are more meaningful than others in relation to demand for that set of customers.

11. **(Currently Amended)** The apparatus of claim 10, wherein the rating advisor ~~further comprising:~~

- ~~a segmentation module configured to generate~~ generates segments of customers based on their common levels of desires and dollars paid or willing to be paid to a supplier to obtain those desires; and generates detailed analysis within each customer segment by rating their level of desires for each supplier ~~attribute; and attribute.~~

~~an ability analyzer configured to generate~~ generates detailed analysis within each customer segment by rating the supplier's ability to meet desires for each supplier attribute; and

~~an output configured to illustrate and clarify~~ illustrates and clarifies within each customer segment which of the customer identifiers are more meaningful than others in terms of demand.

12. (New) The apparatus of claim 9, wherein the rating is calculated based on the indexed scores of customer desires for attributes, supplier delivery on those attributes, and the dollars paid or willing to pay for those attributes.

13. (New) The method of claim 1, wherein the Attributes are selected according to the examination of all the relevant promises that a supplier made when delivering the concept.

14. (New) The method of claim 1, further comprising dividing all attributes into demand drivers that contains similar attributes.

15. (New) The method of claim 14, wherein amount of the demand drivers is no more than 5.

16. (New) The method of claim 1, further comprising creating demand driver pre-scores by averaging the rating of desire of the Attributes corresponding to the demand driver.

17. (New) The method of claim 1, further comprising generating indexed scores through norms that are selected from percentile ranks, standard scores and normalized standard scores.

18. (New) The method of claim 1, wherein the demand rating goes up when one of the three changes occurs: Delivery increase, Desires decrease or Dollars decrease.